

It's a Win, Win,Win, Win....

How Companies, Employees, and Delaware Benefit from Association-Based Training

by
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Delaware's financial services industry is constantly facing new challenges in attaining growth, increasing wealth and serving a competent, well-trained workforce. Our local companies seek to create a quality work environment and location, but for many, attracting and retaining qualified employees is a major concern. To remain competitive, businesses will also need to employ innovative, cost-effective strategies involving the on-going training of valued workers.

The Delaware Economic Development Office (DEDO) may help with a solution! DEDO is striving to help existing companies grow and improve by attracting and retaining a skilled workforce. DEDO's Workforce Center of Excellence is well-prepared to help you with your individual workforce needs.

The Workforce Center and the Delaware Bankers Association (DBA) and its non-profit educational subsidiary, the Financial Education Alliance (FEA) are partnering together to bring you Association-Based Training, customized training for specific banking needs.

The Association-Based Training Partnership provides the State with a number of advantages to better serve the industry by:

- Maximizing resources
- Leveraging training dollars
- Providing a greater range of course offerings geared specifically to the financial services industry
- Affording greater opportunities for company participation
- Reaching and supporting a greater number of private-sector companies with “Blue Collar” training grants.

This means companies may receive customized employee training when it’s needed, in a timely manner and economically.

How DEDO Helps DBA Members

DEDO helps by providing grant funding for the existing training classes. This grant funding allows the DBA to reach their minimal class attendance for participation and to offer additional classes if the registration requires them. This further allows the DBA to provide classes on a more frequent basis throughout the year, driven by demand. Our hope is that with increased participation, we can increase the DBA class offering and frequency, so we can become more responsive to the needs of the membership. Employees will have greater course options throughout the year and companies can address their employees’ developmental needs whether they are of a technical nature, soft skills, or career development.

This partnership also helps DEDO by leveraging dollars to help retain workforce positions in the banking industry. These dollars are well-spent on training for individual employees, rather than spending time, resources and money for each bank to develop individual programs. This can now be seen as a win-win situation for everyone. This is also seen as more incentive for the DBA to increase its membership.

Monetary help comes from the Blue Collar Workers program and helps provide banking firms with customized training from existing general programs.

Workforce Center of Excellence Services

The Workforce Center of Excellence is a division within DEDO which supports Delaware businesses by providing:

- Training grants
- Recruiting assistance
- Skilled professionals who can help in developing custom training programs
- Resource services
- Referral Services
- Association partnerships
- Industry-driven partnerships

W.I.F.M? (What’s in It For Me?)

The formal cooperation between the Delaware Bankers Association Financial Education Alliance allows the partnership to maximize their registration for course offerings specific to the Financial Services Industry. The DBA/FEA can offer increased benefits to its members while offering additional incentives for non-members to join the DBA/FEA.

In addition, members of the Association can maximize enrollment in course offerings by:

- Applying for registration fee reimbursement through the Blue Collar Grant Program
- Increased number of course offerings available throughout the year
- Promote a climate of learning while improving job performance
- Flexible registration
- Meet associate training needs while maintaining performance and productivity standards.

DEDO’s involvement in the partnership leverages our grant resources to reach a greater number of Delaware financial firms. By reaching these targeted businesses, we can help develop a highly-skilled workforce for our existing companies and attract more new businesses to the state.

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Local businesses benefit through Return on Investment by:

- Developing the skill levels of your valuable workforce
- Increase overall productivity
- Improve company's Qualitative and Quantitative measurements
- Improve Customer Service
- Enhance company and employee efficiencies
- Create a pool of associates ready to advance to the next level

Eligibility Requirements

In order to participate, applicants must be a Delaware company in good standing. Requirements include:

- 25 percent of participants in the training must be Delaware residents
- must be full-time, permanent jobs with benefits
- training is for entry-level through first-line supervisor positions
- DEDO and the company will share up to 50 percent of the cost of training – (can be in-kind)
- A company can apply for customized training &/or participate in the Association-Based Training

How to Apply for a Training Grant

It's not a complicated process to apply for a training grant. Follow these steps to success!

1. Schedule a meeting with your Workforce Representative or contact Sonia Aguilar at sonia.aguilar@state.de.us or call Sonia at (302) 672-6850.
2. We will work with you on a one-on-one basis to develop the best possible training program to your company's needs.
3. Submit an application for funding.
4. Please allow approximately 45 days for the grant request to be processed.
5. Training programs may begin after the grant is processed and approved -- in about 45 days.

Training

A DEDO representative will be on hand to observe training at least once. This will help ensure contract compliance, that the training program meets the goals and objectives of the course and to verify the number of participants,

presentation, content and materials. Ultimately, this will ensure client satisfaction.

Completion of the Training

Once the training is complete, the client is responsible for submitting:

1. A Letter of Satisfaction
2. A complete record of dates & times participants attended the training session
3. A Demographic Survey for each participant
4. All Invoices for any expenses incurred

Testimonials

Here's what several Delaware financial services companies have to say about the training program:

"I have enjoyed working with the Delaware Economic Development office (DEDO) over the past 4 years and find their staff most helpful. I am particularly pleased with the care that DEDO took in getting to know our business model and our training needs. Their training grant process is very simple and straight forward. I look forward to working with them again in the future."

- Kevin Lucas,
Operations Support Manager,
Discover Financial Services



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"When a function such as training is a success, the credit starts with the planning and assistance provided at the beginning. We wanted the Delaware Economic Development Office to know that we are very pleased with the quality of service that we were provided, as well as the grant

funds to assist us with the development of our customized training.

As a new business we are growing and changing on a daily basis. Constant growth and change requires that we continue to look at the performance of each employee, as many have and will move into supervisory positions; we needed to make sure that everyone was prepared. Our funds were limited and the grant funding allowed us to offer customized training, designed just for our company.

The training company, Anton Associates, worked very closely to ensure that all of our needs would be met. We had reviewed some training programs offered for sale, but we needed something more unique, something designed just

for our needs as a new and growing business. Both DEDO and the training vendor understood our needs and were able to provide us with training that has proven to be very successful. We have recommended your services to others and look forward to doing business with you again.”

- Angela Foley,
Ceigis, LLC (formerly K2 Financial, LLC)

Conclusion

Association Based Training is a big WIN-WIN formula for everyone involved in the process. This list includes Membership/Companies, all participating Associates, the Delaware Bankers Association Financial Education Alliance, and the Delaware Workforce Center of Excellence. DEDO has a highly skilled staff ready to help entrepreneurs start up their own businesses through financial, legal and marketing advice. We know we can assist our local financial companies!

About DEDO

The Delaware Economic Development Office is an executive state of Delaware agency responsible for attracting new investors and businesses to the State, promoting the expansion of existing industry, assisting small and minority-owned businesses, promoting and developing tourism and

creating new and improved employment opportunities for all citizens of the State. Visit: www.dedo.delaware.gov.

Contact Information

For more information about DEDO's Association Based training, or our Workforce Development Programs, contact Sonia Aguilar at sonia.aguilar@state.de.us or call Sonia at (302) 672-6850.



Sonia Aguilar joined the Delaware Economic Development Office (DEDO) in 1998. After spending 5 years in the Tourism division of DEDO, she was promoted to the Workforce Development unit as a Workforce Development Representative, where she formed the Industry Partnerships with the Delaware Poultry and the Aviation Industries. Sonia is now serving as Acting Director for the Workforce Development Unit. She brought to DEDO extensive private industry experience, as a result of 20-plus years in the manufacturing and the financial Sector. Prior to coming to DEDO, she served as Unit Manager for the Training and Development unit, for Bank of America (formerly NationsBank). While at the Bank of America, she was promoted to vice president.

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